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DECEMBER 1963

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APR 2 - 1964

CURRENT SERIAL RECORDS

## CONSUMER PURCHASES OF

# CITRUS

- **Fruit**
- **Juices**
- **Drinks**

**AND OTHER PRODUCTS**

CPFJ-149

U. S. DEPARTMENT OF AGRICULTURE  
Economic Research Service in Cooperation  
with the Florida Citrus Commission

## PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, frozen concentrated fruit drinks, chilled orange juice, canned single-strength juices, canned single-strength fruit drinks, canned and chilled citrus salads and sections, and fresh oranges and grapefruit. Beginning with July 1963, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 7,500 household consumers. Estimates were based on a sample of about 6,000 households from 1954 through 1960, and on about 10,000 households from 1961 to June 1963.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice and canned grapefruit juice, and some understatement of canned orange juice. Nevertheless, the data are considered reliable indicators of trends and of relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

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Based on data collected for the Florida Citrus Commission by the  
Market Research Corporation of America

March 1964

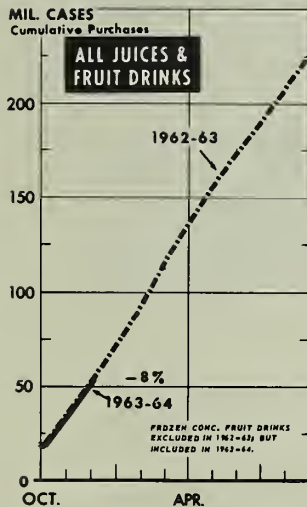


CONSUMER PURCHASES OF CITRUS FRUIT, JUICES,  
DRINKS, AND OTHER PRODUCTS  
DECEMBER 1963

By Clive E. Johnson  
Marketing Economics Division  
Economic Research Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases made for hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons. Expenditures are computed from prices paid for the most prevalent size of container.

HIGHLIGHTS



Household purchases of frozen concentrated juices, chilled orange juice, canned single-strength juices, and canned single-strength fruit drinks in December 1963 were off 18 percent -- 3.5 million cases -- in comparison with the same month of 1962. This was the smallest volume of purchases reported for several years. The slow movement was a result of a decrease of 50 percent -- 5.4 million cases -- in purchases of orange and grapefruit juices that more than offset a gain of 23 percent -- 1.9 million cases -- in use of noncitrus items.

Declines in use of citrus resulted from continuing effects of the December 1962 freeze that severely damaged trees in Florida, the principal producing area. Indicated supplies of fresh and processed oranges and grapefruit for the 1963-64 reporting year are small in contrast to larger-than-usual inventories of products and the outlook for record large crops prior to the freeze.

Prices paid for juices and canned fruit drinks averaged 29 percent higher than a year earlier, with citrus products accounting for most of the advance. Total consumer expenditures were up only 4 percent, however, because declines in outlays for frozen concentrated orange juice and chilled orange juice largely counterbalanced heavier spending for other products.

Purchases of frozen concentrated orange juice, the dominant product, were off 55 percent from December 1962; chilled orange juice, off 30 percent; canned orange juice, off 36 percent; and canned grapefruit juice, off 25 percent. Consumer expenditures for frozen concentrated orange juice were down 20 percent; chilled orange juice,

down 7 percent; canned orange juice, up 2 percent; and canned grapefruit juice, up 9 percent.

On the other hand, purchases of prune juice increased 11 percent and expenditures 8 percent over December 1962; purchases of other canned noncitrus juices increased 11 percent and expenditures 16 percent; purchases of frozen concentrated noncitrus juices rose 7 percent and expenditures 28 percent; and purchases of canned single-strength fruit drinks jumped 48 percent and expenditures 52 percent.

Use of frozen concentrated fruit drinks declined sharply from November, and seasonal declines from summer months were greater than for canned fruit drinks or the juices. Comparable data are not available for a year earlier.

Purchases of fresh oranges and grapefruit were down moderately from December 1962. But because of higher prices, consumer outlay for oranges was up 8 percent; a 17 percent increase was recorded for grapefruit.

Purchases and expenditures for canned grapefruit sections were down substantially to new lows. Sharp declines also were reported for chilled citrus salads and sections.

Expenditures for reported products, excluding frozen concentrated fruit drinks, totaled \$97.9 million in December 1963. About \$22.6 million was spent for fresh oranges and \$25.5 million for the 3 orange juices; \$11.8 million went for fresh grapefruit, and \$2.1 million for canned grapefruit juice.

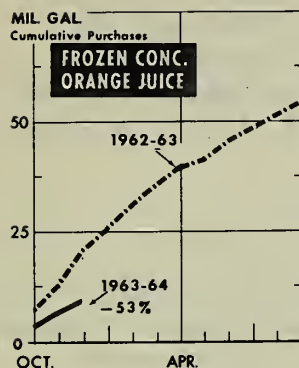
#### FROZEN CONCENTRATED JUICES

##### Purchases of FCOJ Level Off

In December 1963, for the fourth month in succession, household consumers bought about 3.2 million gallons of frozen concentrated orange juice. This seasonal pattern, although at a substantially lower level, conforms closely to 1957-61 averages. (See table 18 and figures 1 and 7-9.)

The lower volume of purchases in 1963 is a result of short supplies and higher prices as continuing effects of the December 1962 freeze in Florida.





December purchases of frozen concentrated orange juice were down 35 percent from average and down 55 percent -- 4 million gallons -- from December 1962, when movement was the heaviest reported in this 15-year series. At that time, prices were below average and a special promotional program had been concluded to speed the movement of larger-than-usual inventories that were on hand.

1/

Purchases of noncitrus juices and canned fruit drinks have increased concurrently with the decline in use of frozen concentrated orange juice. Even so, total consumer intake of juices and canned fruit drinks in December was the lowest reported for several years, because a decrease of 10 servings in the purchase of the concentrate was accompanied by an increase of only 4 servings in use of competing products. (See table 14.)

About 20 percent of the Nation's families bought frozen orange juice in December, contrasted with 33 percent a year earlier. This loss of market was amplified by a drop in size of purchase from 8.6 to 6.1 cans per buying family. Both the proportion of buyers and size of purchase were below levels of December 1958 when supplies also were short as a result of winter freezes. (See table 1A.)

Prices paid for frozen concentrated orange juice averaged 27.8 cents per 6-ounce can in December, 42 percent above average and 77 percent above a year earlier. In comparison, prune juice was less expensive than last December, but advances of 3 to 59 percent were reported for other products. (See tables 15-17.)

The average buyer spent \$1.69 for frozen concentrated orange juice in December. Family expenditures have held at about this level since April. In December 1962, however, buyers spent only \$1.35 for the product. Nevertheless, because fewer families bought, total consumer expenditures were down 20 percent -- \$5 million -- from

1/ Monthly and cumulative purchases and expenditures for all products are for 4-week (28 day) periods to facilitate comparisons. Totals by seasons are for 48 weeks. Cases are the equivalent of 24 No. 2 cans ... 432 ounces per case, except 480 ounces for canned grapefruit sections. Expenditures are based on prices paid for size of can usually purchased, as shown in table 18. In computing purchases on a single-strength equivalent basis, frozen concentrated juices and orange drink were converted at 4 to 1, and other frozen concentrated fruit drinks, at 4.7 to 1. Because of the inclusion of frozen concentrated fruit drinks, data on total purchases and share of market are not comparable with those published through September 1963.

a year earlier.

Cumulative expenditures in October-December, the first 3 months of the current reporting year, were off 18 percent or \$12.2 million from corresponding months of 1962-63. October-December cumulative purchases for the same period were off 53 percent or 10.9 million gallons. (See figure in margin.)

#### Downturn in Use of Other Frozen Concentrates Continues

Purchases of frozen concentrated juices other than orange, such as grape, pineapple, tangerine, and a host of blends, were off rather sharply from November to continue the downswing begun in June. As a result, purchases were up only 7 percent from a year earlier -- the smallest relative gain reported in 1963. (See tables 8 and 18.)

Purchase size averaged 4.6 cans among the 6 percent of families that bought. Most of the decline from November was a result of a smaller purchase per family. Comparable data are not available for a year earlier.

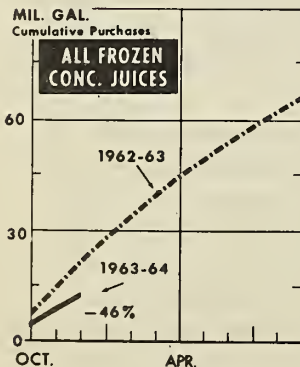
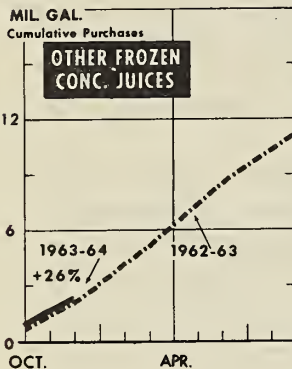
Retail prices were up 20 percent from December 1962 to a new high of 21.4 cents per 6-ounce can. The average buyer spent 99 cents for these concentrates, about two-thirds of the amount spent for frozen concentrated orange juice.

October-December cumulative purchases were 26 percent -- 0.5 million gallons -- above the corresponding 3 months of 1962-63. (See figure in margin.) The relative gain in cumulative expenditures was a little greater.

#### Frozen Concentrated Juices Account for 27 Percent of Household Market

The total quantity of frozen concentrated juices bought for use in homes in December was off 50 percent -- 3.9 million gallons -- in comparison with the same month of 1962. As a result, the share of market was down substantially to only 27 percent. (See tables 17 and 18 and figures 7 and 9.)

Retail price rose sharply -- from 15.9 to 26.6 cents per 6-ounce can. But even so, the rise was not sufficient to offset the decline in purchases, and consumer expenditures were down 16 percent or \$4.2 million from December 1962. In comparison, expenditures for canned fruit drinks were up 52 percent or \$4.5 million.



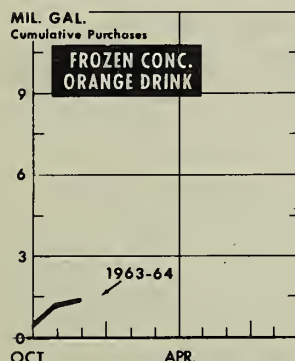


Cumulative purchases of frozen concentrated juices were off 46 percent, or 10.3 million gallons, from October-December a year earlier. (See figure in margin.) Because of higher prices, however, cumulative expenditures were down only 11 percent.

## FROZEN CONCENTRATED FRUIT DRINKS

### Frozen Concentrated Orange Drink Has Declining Share of Market

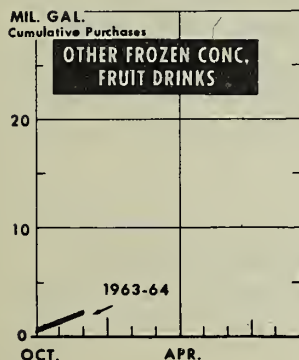
December movement of frozen concentrated orange drink was off 18 percent from November and was only half as great as in August when movement was at the peak for the 9 months for which data are available. The product accounted for 2.5 percent of the market compared with 3.6 percent in October and 4 percent in August. <sup>2/</sup> (See table 7 and figures 7-9.)



Only 3 percent of the Nation's housewives bought frozen orange drink in December, the smallest proportion recorded. However, the size of purchase, 4.5 cans per buying family, was about the same as the average for the 9-month period.

Retail prices were up slightly from November to 18 cents per 6-ounce can. Hence, the average buyer spent 83 cents for the drink, about half as much as for frozen concentrated orange juice. (See tables 15-17.)

### Use of Other Frozen Concentrated Drinks Also Off Sharply



Purchases of all other frozen concentrated fruit drinks including grape, lemonade, orange-banana, and a wide variety of other blends, ades, and punches, were down 12 percent from November to only a fraction of the July volume when movement was at a peak. These products were bought by 4.2 percent of the Nation's families, about the same proportion that used canned single-strength orange juice. <sup>3/</sup> (See table 7.)

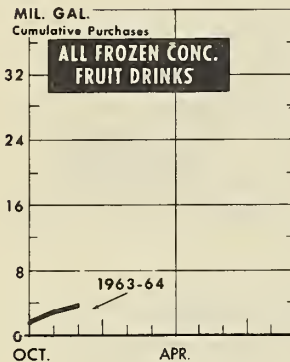
<sup>2/</sup> Purchases were converted to single-strength equivalent at 4 to 1 in computing share of market and cost per serving.

<sup>3/</sup> These products were converted to single-strength equivalent at 4.7 to 1. This is an approximation since concentrations vary widely, and purchases of individual products, which may fluctuate sharply by season, are not known.

Prices paid averaged 13.5 cents per 6-ounce can, the lowest reported for any drink or juice. A typical buyer spent only 68 cents for these drinks, considerably less than spent for canned single-strength fruit drinks or for the juices. (See tables 15 and 17.)

### Total Concentrated Frozen Fruit Drinks Take 7 Percent of Household Market

The total quantity of frozen concentrated fruit drinks bought for use in the Nation's homes in December was off 15 percent from November and off 80 percent from July when purchases were highest reported in the 9 months data are available.

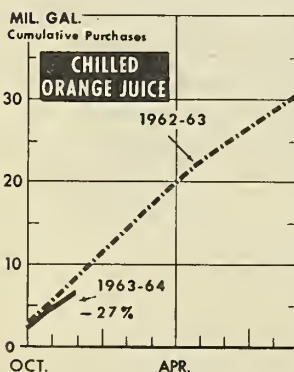


This kind of product accounted for 7 percent of all juices and fruit drinks bought in December, compared with 8 percent in November and 26 percent in July. (See table 7 and figures 7 and 9.)

Prices paid averaged 15.2 cents per 6-ounce can, down slightly from November, but well above amounts paid during warmer months. A 6-ounce serving cost 3.5 cents, well below the average for all products. Consumers spent about \$3 million for concentrated frozen fruit drinks in December, about 5 percent of the total outlay for all juices and fruit drinks. (See tables 15 and 17.)

### SINGLE-STRENGTH JUICES

#### Relatively Few Buy Chilled Orange Juice



December purchases of chilled orange juice were down 30 percent -- 900,000 gallons -- from December 1962, when retail sales were at the peak for this series begun in 1956. Despite the decline, however, movement was still 10 percent about the 1957-61 average for the month. (See figures 2 and 7-9.)

Only 4.7 percent of families bought, down 1.6 percentage points from December 1962, and about the smallest proportion reported since mid-1960. Furthermore, the size of purchase was down 11 percent to 3.1 quarts per buying family.

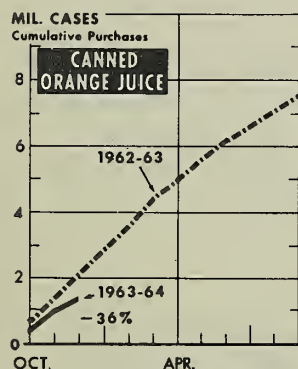
Retail prices averaged 48.1 cents per quart, up 20 percent from average and up 32 percent from a year earlier. These relative advances were not as great as those reported for frozen concentrated or canned single-strength orange juices.



Expenditures per buying family were up from December 1962 and most months since then, to \$1.49. Nonetheless, since fewer families bought, total consumer expenditures were down moderately from December 1962. (See tables 15-17.)

Purchases for October-December were off 27 percent -- 2.3 million gallons -- from corresponding months of 1962. Prices were higher, however, and cumulative expenditures were down only 4 percent.

#### Purchases of Canned Orange Juice Level Off



Supplies of canned single-strength orange juice remained low and retail prices rose to a new peak in December. Consumer purchases have held at about 450,000 cases per month since June, a new low for this 15-year series. (See figures 3 and 7-9.)

December movement was off 36 percent -- 250,000 cases -- from December 1962 and was off 40 percent from the 1957-61 average for the month. October-December cumulative purchases also were down 36 percent -- 764,000 cases -- from corresponding months of 1962. (See figure in margin.)

The drop in sales, as for other citrus juices, was a result of fewer buyers and a smaller purchase per family. Only 4.4 percent of families bought compared with 6 percent last December; the size of purchase was down 14 percent to 1.7 cans. Both factors of sales were among the lowest recorded for the product.

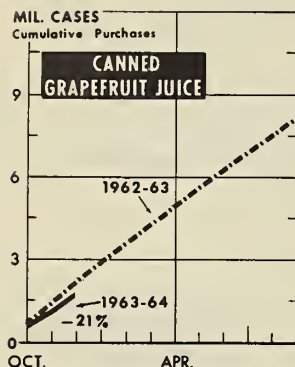
Prices paid were up 58 percent from the below-average price of a year earlier to a new high of 53.7 cents per 46-ounce can. This was equivalent to the cost of frozen concentrated orange juice. (See tables 15-17.)

A typical buyer spent 92 cents for canned orange juice, 35 percent more than a year earlier. However, this gain was counterbalanced by a decline in the number of buyers; total December outlay held about the same as last December. October-December cumulative expenditures were down 6 percent.

#### Expenditures for Canned Grapefruit Juice on Upswing

Supplies of canned single-strength grapefruit juice also were smaller than usual. December movement was down, but the decline was small in relation to the rise in price, and sales revenues continued to exceed 1962 levels. (See figures 4 and 7-9.)





Purchases were off 25 percent -- 189,000 cases -- from December 1962, and off 10 percent from the 1957-61 average for the month. The decline was attributed to fewer buyers -- to only 4.7 percent of the Nation's families from 5.4 percent -- together with a 14 percent decrease in the average purchase per buying family.

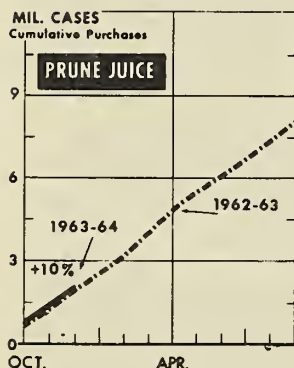
Prices paid averaged 38.3 cents per 46-ounce can, almost unchanged from November's record high, but 45 percent above the low price of a year earlier.

The average buyer spent 79 cents for grapefruit juice, 23 percent more than last December. Inasmuch as fewer families bought, total consumer expenditures were up only 9 percent. (See tables 15-17.)

Purchases in the first 3 months of the 1963-64 reporting year were off 21 percent -- 465,000 cases -- from October-December 1962. (See figure in margin.) But even so, cumulative expenditures were up 13 percent to the highest level reported for these 3 months since 1957.

#### New Highs for Prune Juice

The volume of purchases, and consumer expenditures for prune juice in December 1963 were new highs for the month in this 15-year series. (See figures 5 and 7-9.)

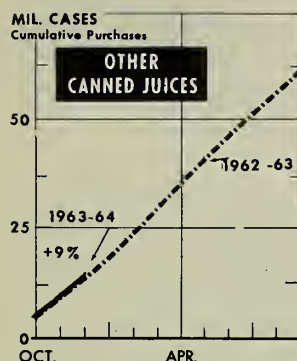


Purchases were 11 percent greater -- 70,000 cases -- than the year-earlier volume and 18 percent greater than the 1957-61 average for the month. The gain over last December was a result of an increase in the number of buyers from 6.3 to 7.3 percent of the Nation's families. Part of that gain, however, was offset by a decline in the average size of purchase to 2.3 quarts per buying family.

Prices paid for prune juice, in contrast to advances reported for competing products, were down slightly to 41.6 cents per quart, and were about the lowest reported since December 1958. Expenditures per buying family (97 cents) were down moderately from last December. Nevertheless, as more families bought, total consumer outlay was 8 percent greater.

Purchases for October-December were up 10 percent -- 197,000 cases -- from corresponding months of 1962, the previous high year. (See figure in margin.) Since prices were lower, the relative gain in accumulated expenditures was not as great. (See tables 15-17.)

## Household Market Up For Other Canned Juices



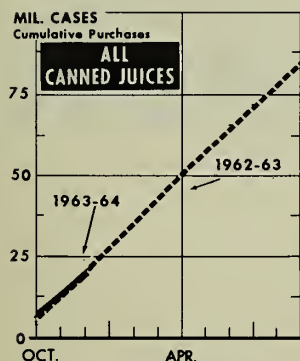
December purchases of all other canned juices, such as apple, grape, pineapple, tomato, and citrus blends, were up contraseasonally from November and were up 11 percent -- 460,000 cases -- from a year earlier. This group of products accounted for 27 percent of all juices and fruit drinks bought for home consumption during the month. (See tables 8 and 18.)

Size of purchase averaged 2.2 cans among the 35 percent of the Nation's families that bought one or more of the juices included in the product group. The gain over November was accounted for by an increase in the number of buyers; the family purchase held about the same. Comparable data are not available for a year earlier.

Prices paid were up 5 percent from December 1962 to 31.8 cents per 46-ounce can. Even so, these were the least expensive juices reported. Since both purchases and prices were above year-earlier levels, total December expenditures were up 16 percent.

October-December cumulative purchases were up 9 percent -- 1.2 million cases -- and cumulative expenditures up 14 percent from the corresponding period of 1962.

## Total Canned Juices Hold About the Same



The total quantity of canned single-strength juices purchased for home use in December 1963 was about the same as in December 1961 and 1962. Use of noncitrus items increased over a year earlier, but almost all these gains were offset by a reduction in purchases of orange and grapefruit juices. (See table 10, figures 7-9.)

Canned juices were bought by about 42 percent of the Nation's families, a slightly greater proportion than a year earlier. On the other hand, the average size of purchase of 2.6 cans per buying family was smaller.

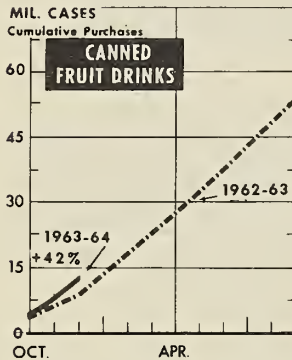
Retail prices were up 11 percent from last December to 37 cents per 46-ounce can. This was 1 to 4 cents over levels that prevailed the past 3 years. A 6-ounce serving cost 4.8 cents, 0.5 cent more than canned fruit drinks but 2.2 cents less than frozen concentrated orange juice. (See tables 15-17.)

Buying family expenditures were up moderately from December 1962 to 95 cents. And total consumer outlay in December was up 12 percent to \$22.4 million. October-December cumulative expenditures were up about 10 percent.



## CANNED SINGLE-STRENGTH FRUIT DRINKS

### Canned Fruit Drinks Make Large Gains



Purchases and expenditures for canned single-strength fruit drinks, including grape, orange, pineapple-grape-fruit and a variety of other favors and blends, remained well above year-earlier levels as they were throughout 1963. (See tables 11 and 14 and figures 7-9.)

December purchases were up 48 percent -- 1.4 million cases -- from a year earlier to a new high for the month. This kind of product accounted for 25 percent of all juices and fruit drinks bought for home use during the month compared with a share of 22 percent for frozen concentrated orange juice. In December 1962, the fruit drink share was not as great as the share for the concentrate.

The increase in use over a year earlier was brought about by more buyers and larger average purchases. This December, purchases averaged 3.3 cans among the 22 percent of families that bought; purchases last December averaged only 2.8 cans with 17 percent of families buying.

Prices paid for canned fruit drinks averaged 32.8 cents per 46-ounce can, 3 percent more than a year earlier. Prices of these products have held between 30.4 and 32.8 cents per can since December 1959.

The typical buyer spent \$1.07 for canned fruit drinks, 19 percent more than in December 1962. Total December expenditures were up 52 percent or \$4.5 million. October-December cumulative purchases were 42 percent greater -- 3.8 million cases -- than in the same period in 1962. (See figure in margin.) Cumulative expenditures were up 46 percent or \$12.3 million.

## CITRUS SECTIONS AND SALADS

### New Lows Recorded For Canned Grapefruit Sections

Relatively few families bought canned grapefruit sections in December. And as the size of purchase was small, both retail movement and sales revenues were the lowest recorded in this series, initiated in 1956. (See figures 7-9.)

Purchases were down 45 percent from December 1962, 42 percent from the 1957-61 average for the month, and 36

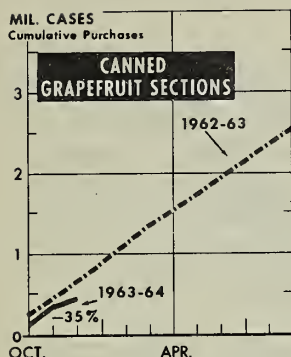


percent from December 1961, the previous low.

Only 2.4 percent of families bought compared with 3.3 percent last December. Besides, the size of purchase was down 26 percent to only 2.5 cans per buying family. Both factors of sales were the lowest recorded.

Retail prices -- 27.6 cents per No. 303 can -- held at the November peak, and were 36 percent above December 1962. Although buying family expenditures (69 cents) were unchanged from last December, total outlay was down 25 percent because fewer families bought. (See tables 15-17.)

October-December cumulative purchases of grapefruit sections were off 35 percent -- 231,000 cases -- from the corresponding period of a year earlier. (See figure in margin.) Since prices were higher, cumulative expenditures were down only 12 percent.

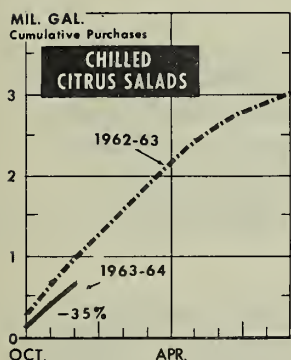


### Sales of Chilled Citrus Salads Down Substantially

December purchases of chilled citrus salads and sections were off 32 percent -- 104,000 gallons -- from the same month of 1962. And cumulative purchases in the first 3 months of the 1963-64 reporting year were down 35 percent -- 360,000 gallons -- from the corresponding period a year earlier. (See figure in margin, and tables 9, 16 and 17.)

Only 1.2 percent of housewives served chilled citrus salads during the month compared with 1.7 percent last December. The average size of purchase, however, held at 1.4 quarts per buying family.

Retail prices were up 14 percent from December 1962 to 71.3 cents per quart. Nevertheless, consumer expenditures in December, as well as October-December cumulative expenditures, were only about three-fourths as great as in 1962.



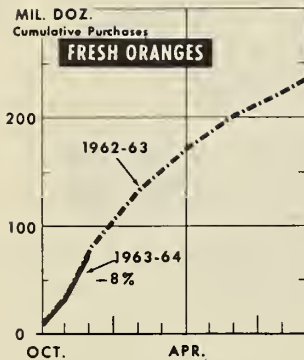
### FRESH ORANGES AND GRAPEFRUIT

#### More Spent for Oranges Than for FCOJ

Indicated orange and grapefruit crops for 1963-64 are smaller than the below-average crops of 1962-63, an effect of the December 1962 freeze in Florida.

Household purchases of fresh oranges in December 1963 were down 4 percent -- 1.9 million dozen -- from a year

earlier. The size of purchase averaged about 21 oranges among the 41 percent of families that bought. Both facets of sales were below year-earlier levels. - (See table 12 and figures 7-9.)

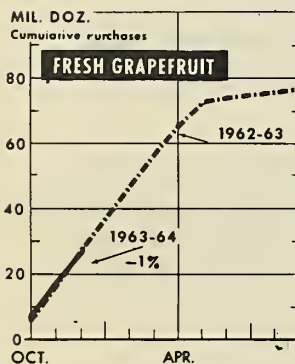


Prices paid in retail stores were up 13 percent from last December to 56 cents per dozen, the lowest reported in a year. The average buyer spent \$1.00 for fresh oranges, 8 cents more than last December. In comparison, family expenditures for frozen concentrated orange juice were up 34 cents; chilled orange juice, up 23 cents; and canned orange juice, up 24 cents. (See tables 15-17.)

As a result of higher prices, total December outlay for fresh oranges was up 8 percent from a year earlier to \$22.6 million. This exceeded the amount spent for frozen concentrated orange juice, the reverse of the pattern in the preceeding 14 months.

October-December cumulative expenditures for oranges were about 4 percent above corresponding months of 1962, even though cumulative purchases were off 8 percent or 6.2 million dozen.

#### Consumers Spend More for Fresh Grapefruit



About 5 percent -- 0.6 million dozen -- fewer grapefruit were bought for household use this December than last. Sales also were slow in November, and October-December cumulative purchases were slightly below the same 3 months of the 1962-63 reporting year. (See table 13, and figures 7-9.)

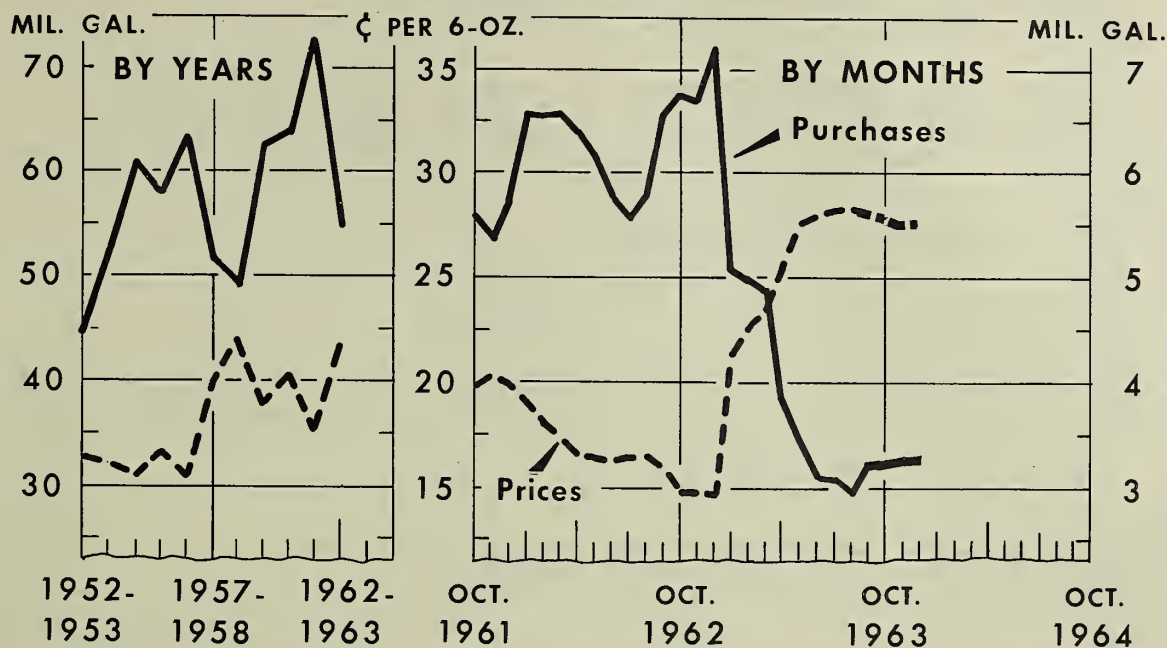
Most of the decline from a year earlier was accounted for by a smaller size of purchase -- 9.8 grapefruit compared with 10.5. About 23.5 percent of the Nation's families bought, almost the same proportion as in December 1962.

Prices paid for grapefruit were up 24 percent from a year earlier to \$1.10 cents per dozen. Hence, despite smaller purchases, expenditures per buying family (89 cents) and total consumer outlay (\$11.8 million) were both well above December 1962. Further, October-December cumulative expenditures were 23 percent -- \$5.7 million -- ahead of corresponding months of 1962-63. (See tables 16 and 17.)



# FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid  $\Delta$



$\Delta$  REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 1

NEG. ERS 2537

ECONOMIC RESEARCH SERVICE

Table 1.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period <sup>1/</sup>	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 6-ounce can		
	Average : 1957-61	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	Average : 1957-61	1962- : 1963	1963- : 1964
	gals.	gals.	gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	5,111	6,719	3,238	31.5	20.5	50.0	36.4	19.7	15.9	27.7
Nov.	4,970	6,669	3,263	31.3	20.4	49.8	36.9	19.9	15.9	27.4
Dec.	4,996	7,215	3,240	32.7	20.3	51.5	36.4	19.6	15.7	27.8
Oct.-Dec.	15,077	20,603	9,741	---	---	---	---	---	---	---
Jan.	5,312	5,066		28.2		41.9		19.6	21.3	
Feb.	5,207	4,983		28.5		40.7		19.6	22.6	
Mar.	5,172	4,855		28.2		40.2		19.6	23.2	
Jan.-Mar.	15,691	14,904		---		---		---	---	
Apr.	5,147	3,801		23.2		38.1		19.3	25.4	
May	4,941	3,393		21.7		36.3		19.3	27.5	
June	4,740	3,069		19.2		37.1		19.5	27.8	
Apr.-June	14,828	10,263		---		---		---	---	
July	4,601	3,049		19.3		36.6		19.6	28.1	
Aug.	4,580	2,931		18.8		36.1		19.8	28.2	
Sept.	5,111	3,222		20.2		36.9		19.6	28.0	
July-Sept.	14,292	9,202		---		---		---	---	
Season	59,888	54,972		---		---		19.6	21.7	

<sup>1/</sup> Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.



Table 1A.--FROZEN CONCENTRATED ORANGE JUICE IN FREEZE AND RECOVERY YEARS: Consumer purchases and expenditures, percentage of families buying, and average prices paid, October 1962 to date with comparisons 1/

Period 2/	Total purchases			Proportion of families buying			Purchases per buying family			Prices paid per 6-ounce can			Expenditures		
	1957-1962			1957-1962			1957-1962			1957-1962			1957-1962		
	1958	1963	Change	1958	1963	Difference	1958	1963	Change	1958	1963	Change	1958	1963	Change
	1,000 gals.	1,000 gals.	Pct.	Pct.	Pct.	points	Oz.	Oz.	Cents	Cents	Pct.	Dol.	1,000 dols.	1,000 dols.	Pct.
October	5,851	6,719	+14.8	30.9	31.5	+ .6	49	50	15.2	15.9	+4.6	1.24	18,973	22,790	+20.1
November	5,770	6,669	+15.6	31.2	31.3	+ .1	46	50	15.4	15.9	+3.2	1.18	18,956	22,621	+19.3
December	5,288	7,215	+36.4	29.3	32.7	+3.4	45	52	15.9	15.7	-1.3	1.19	17,937	24,165	+34.7
January	4,626	5,066	+9.5	27.9	28.2	+ .3	42	42	18.9	21.3	+12.7	1.34	18,652	23,020	+23.4
February	4,423	4,983	+12.7	28.0	28.5	+ .5	41	41	20.3	22.6	+11.3	1.38	19,154	24,024	+25.4
March	4,360	4,855	+11.4	26.7	28.2	+1.5	41	40	21.2	23.2	+9.4	1.45	19,719	24,029	+21.9
April	3,992	3,801	-4.8	25.2	23.2	-2.0	40	38	22.2	25.4	+14.4	1.47	18,906	20,596	+8.9
May	3,915	3,393	-13.3	24.2	21.7	-2.5	42	36	22.5	27.5	+22.2	1.56	18,792	19,905	+5.9
June	3,320	3,069	-7.6	23.5	19.2	-4.3	35	37	23.9	27.8	+16.3	1.41	16,927	18,201	+7.5
July	3,284	3,049	-7.2	22.9	19.3	-3.6	36	37	24.2	28.1	+16.1	1.46	16,954	18,277	+7.8
August	3,267	2,931	-10.3	23.0	18.8	-4.2	36	36	24.6	28.2	+14.6	1.46	17,145	17,633	+2.8
September	3,490	3,222	-7.7	24.0	20.2	-3.8	36	37	24.7	28.0	+13.4	1.50	18,390	19,246	+4.7
Season 3/	51,586	54,972	+6.6	---	---	---	--	--	20.0	21.7	+8.5	---	220,505	254,507	+15.4
October	1958-1963	1958-1963	---	1958-1963	1958-1963	---	1958-1963	1958-1963	1958-1963	1958-1963	---	1958-1963	1958-1963	1958-1963	---
November	3,743	3,238	-13.5	24.4	20.5	-3.9	38	36	24.8	27.7	+11.7	1.58	19,803	19,134	-3.4
December	3,646	3,263	-10.5	24.1	20.4	-3.7	37	37	25.0	27.4	+9.6	1.56	19,445	19,073	-1.9
January	3,276	3,240	-1.1	22.4	20.3	-2.1	37	36	25.5	27.8	+9.0	1.58	17,821	19,215	+7.8
February	4,364	4,364	0.0	25.8	25.8	0.0	41	41	22.0	22.0	0.0	1.51	20,481	20,481	0.0
March	4,436	4,436	0.0	26.2	26.2	0.0	42	42	20.5	20.5	0.0	1.42	19,400	19,400	0.0
April	4,448	4,448	0.0	25.8	25.8	0.0	43	43	20.2	20.2	0.0	1.45	19,168	19,168	0.0
May	4,131	4,131	0.0	24.8	24.8	0.0	41	41	20.7	20.7	0.0	1.42	18,242	18,242	0.0
June	4,066	4,066	0.0	25.9	25.9	0.0	40	40	21.3	21.3	0.0	1.41	18,476	18,476	0.0
July	4,018	4,018	0.0	24.5	24.5	0.0	40	40	22.0	22.0	0.0	1.46	18,858	18,858	0.0
August	3,971	3,971	0.0	24.5	24.5	0.0	41	41	22.3	22.3	0.0	1.53	18,891	18,891	0.0
September	4,509	4,509	0.0	26.9	26.9	0.0	42	42	22.1	22.1	0.0	1.55	21,258	21,258	0.0
Season 3/	48,975	48,975	0.0	---	---	---	--	--	22.1	22.1	0.0	---	230,755	230,755	0.0

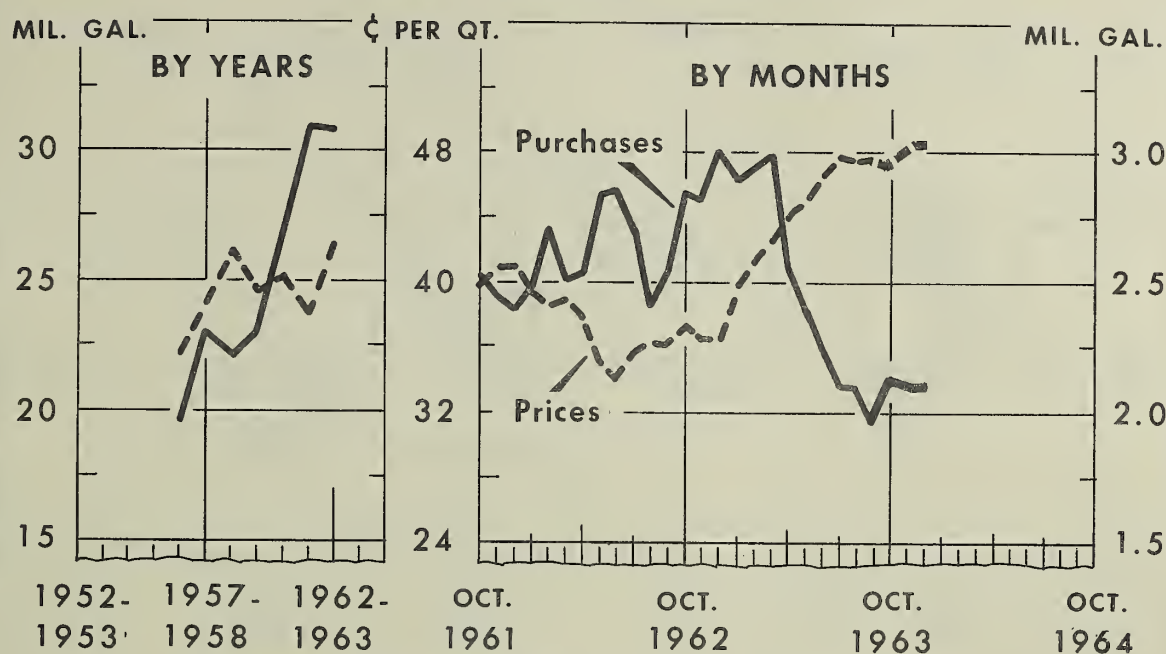
1/ Freezes occurred in December 1957 and December 1962. Free and fruit losses in 1962 were the greatest for many years.

2/ Data are for 4-week periods to facilitate comparisons.

3/ 48-week periods.

# CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid  $\Delta$



$\Delta$  REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 2

NEG. ERS 2538

ECONOMIC RESEARCH SERVICE

Table 2.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

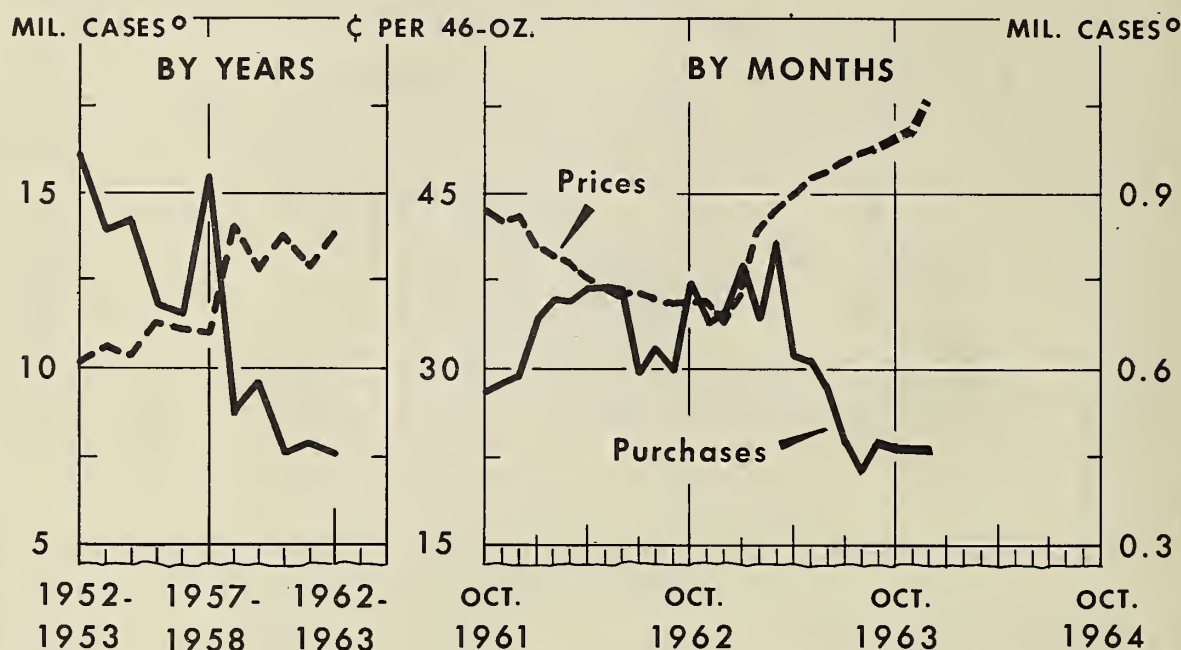
Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per quart		
	Average	1962-	1963-	1962-	1963-	1962-	1963-	Average	1962-	1963-
	1,000	1,000	1,000	1963	1964	1963	1964	1957-61	1963	1964
	gals.	gals.	gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,950	2,849	2,144	6.0	5.1	111.7	97.5	39.7	37.1	47.3
Nov.	2,017	2,811	2,074	6.2	4.7	106.7	102.4	40.2	36.4	48.5
Dec.	1,911	3,002	2,097	6.3	4.7	111.4	99.0	40.0	36.3	48.1
Oct.-Dec.	5,878	8,662	6,315	---	---	---	---	---	---	---
Jan.	2,098	2,884		6.4		105.4		39.1	39.8	
Feb.	2,288	2,948		6.5		105.1		38.7	41.6	
Mar.	2,267	2,997		6.4		109.3		39.6	42.4	
Jan.-Mar.	6,653	8,829		---		---		---	---	
Apr.	2,239	2,555		5.6		106.5		39.3	44.1	
May	2,339	2,393		5.5		100.4		38.7	44.9	
June	2,291	2,249		5.4		96.6		38.3	46.6	
Apr.-June	6,869	7,197		---		---		---	---	
July	2,064	2,099		5.1		94.2		39.1	47.7	
Aug.	1,901	2,094		4.9		98.4		39.6	47.4	
Sept.	1,974	1,951		4.6		98.8		39.6	47.5	
July-Sept.	5,939	6,144		---		---		---	---	
Season	25,339	30,832		---		---		39.3	42.1	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.



# CANNED SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases and Prices Paid  $\Delta$



$\Delta$  REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

$\circ$  EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 3

NEG. ERS 2539 ECONOMIC RESEARCH SERVICE

Table 3.--CANNED SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

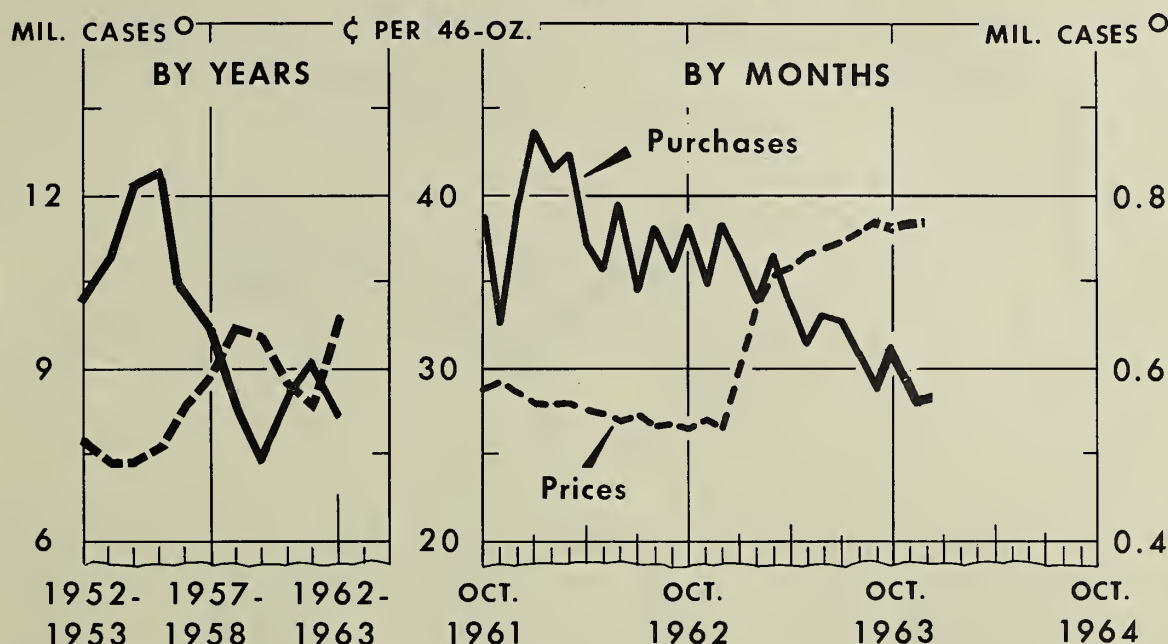
Period $\frac{1}{2}$	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average : 1957-61	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	Average : 1957-61	1962- : 1963	1963- : 1964
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	852	749	455	6.3	4.5	94.3	78.5	37.8	35.5	50.2
Nov.	808	677	456	5.9	4.3	90.5	84.4	37.7	35.8	51.4
Dec.	754	699	450	6.0	4.4	92.3	79.3	38.1	34.0	53.7
Oct.-Dec.	2,414	2,125	1,361	---	---	---	---	---	---	---
Jan.	892	779		6.6		93.2		37.0	36.5	
Feb.	909	680		6.7		80.3		37.5	41.8	
Mar.	915	823		6.9		93.8		37.5	43.5	
Jan.-Mar.	2,716	2,282		---		---		---	---	
Apr.	881	618		5.7		84.6		37.8	44.9	
May	838	611		5.3		90.4		37.9	46.4	
June	806	564		5.1		86.4		37.7	46.8	
Apr.-June	2,525	1,793		---		---		---	---	
July	764	467		4.7		77.1		38.5	47.7	
Aug.	708	421		4.2		78.9		39.0	48.5	
Sept.	709	474		4.6		80.7		39.9	48.9	
July-Sept.	2,181	1,362		---		---		---	---	
Season	9,836	7,562		---		---		38.0	41.7	

$\frac{1}{2}$  Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans ... 432 ounces per case.



# CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases and Prices Paid  $\Delta$



$\Delta$  REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.  $\circ$  EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 4

NEG. ERS 2540

ECONOMIC RESEARCH SERVICE

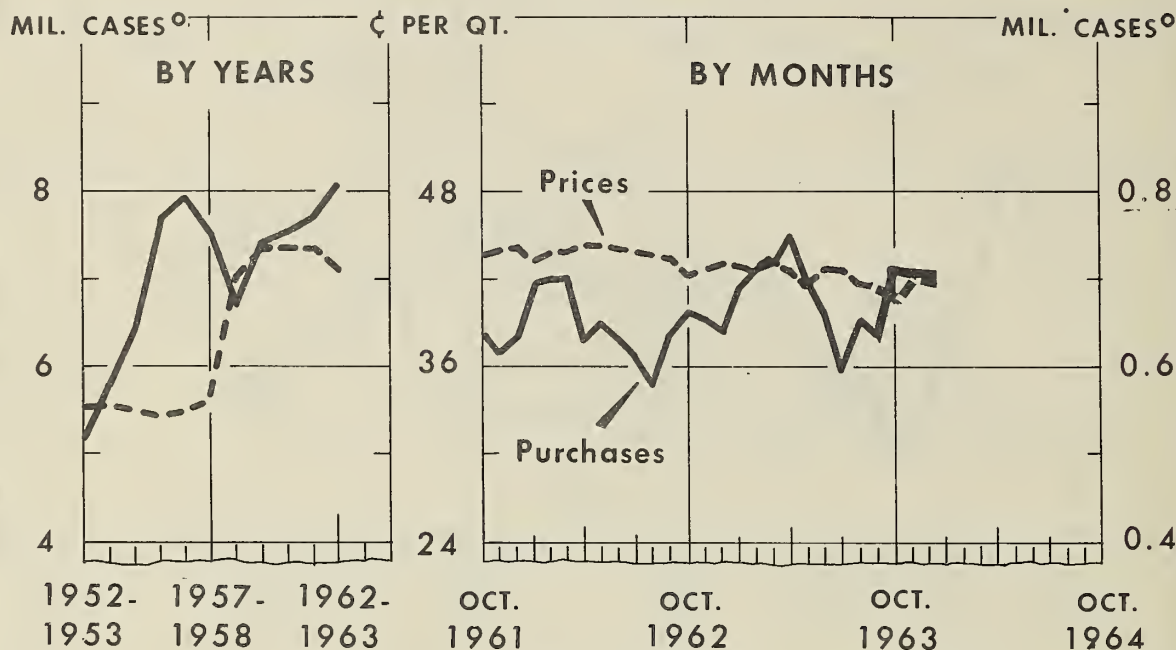
Table 4.--CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average : 1957-61	1962- : 1963- : 1964	1962- : 1963- : 1964	1962- : 1963- : 1964	1962- : 1963- : 1964	1962- : 1963- : 1964	1962- : 1963- : 1964	Average : 1957-61	1962- : 1963- : 1964	1962- : 1963- : 1964
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	772	765	620	5.8	4.9	104.4	97.2	30.3	26.6	37.9
Nov.	683	697	566	5.4	4.6	102.6	96.7	30.7	27.0	38.4
Dec.	643	765	576	5.4	4.7	111.0	95.1	30.4	26.4	38.3
Oct.-Dec.	2,098	2,227	1,762	---	---	---	---	---	---	---
Jan.	755	726		5.8		98.3		30.1	29.6	
Feb.	715	674		5.7		93.0		30.4	33.5	
Mar.	738	728		5.9		97.8		30.1	35.3	
Jan.-Mar.	2,208	2,128		---		---		---	---	
Apr.	793	668		5.2		99.9		29.1	35.7	
May	781	621		5.0		97.8		28.9	36.5	
June	714	659		5.4		95.6		29.2	36.7	
Apr.-June	2,288	1,948		---		---		---	---	
July	632	652		5.1		99.6		30.3	37.1	
Aug.	683	606		4.5		103.8		29.9	37.7	
Sept.	663	568		4.8		92.9		30.3	38.5	
July-Sept.	1,978	1,826		---		---		---	---	
Season	8,572	8,129		---		---		30.0	33.1	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans...432 ounces per case.

# PRUNE JUICE

Consumer Purchases and Prices Paid  $\Delta$



$\Delta$  REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

○ EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 5

NEG. ERS 2541

ECONOMIC RESEARCH SERVICE

Table 5.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

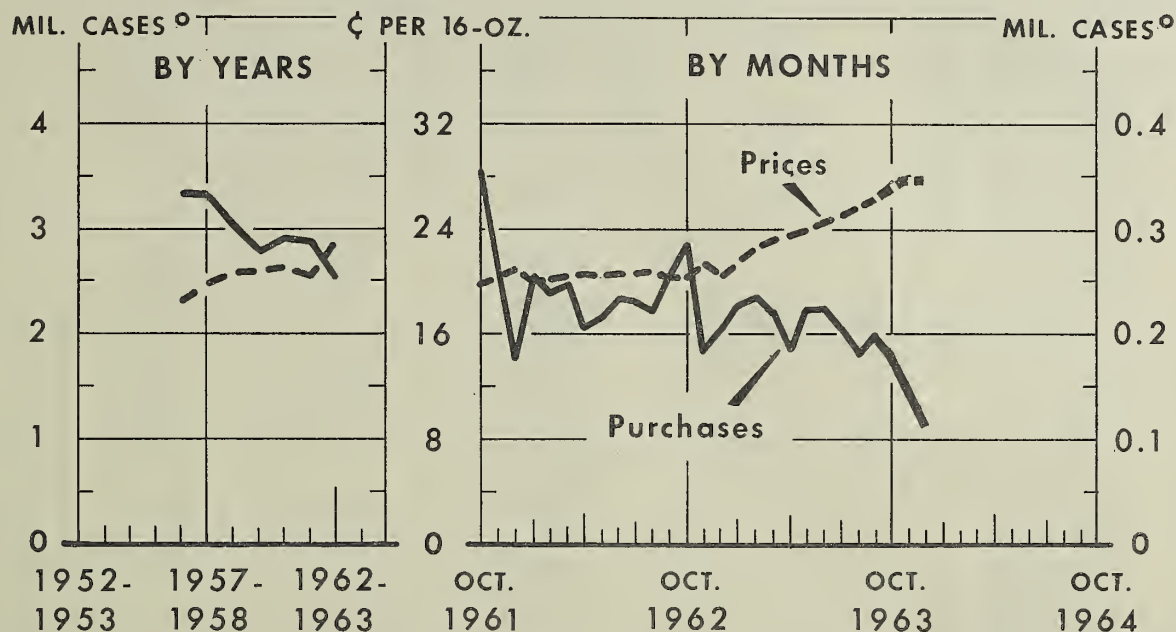
Period 1/	Total purchases			Proportion of families buying			Purchases per buying family		Prices paid per quart		
	Average : 1957-61	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	1964	1962- : 1963	1963- : 1964	Average : 1957-61	1962- : 1963	1963- : 1964
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Ounces	Cents	Cents	Cents
Oct.	632	660	731	6.9	7.3	75.6	77.6	39.9	42.1	40.8	
Nov.	598	652	708	6.9	7.2	74.6	76.1	40.5	42.5	42.0	
Dec.	599	636	706	6.3	7.3	79.7	74.5	40.8	42.8	41.6	
Oct.-Dec.	1,829	1,948	2,145	---	---	---	---	---	---	---	---
Jan.	652	693		7.1		76.8		40.9	42.7		
Feb.	653	716		7.7		73.6		41.4	42.4		
Mar.	654	719		7.8		72.6		41.5	43.2		
Jan.-Mar.	1,959	2,128		---		---		---	---		
Apr.	602	749		8.1		72.8		41.7	42.3		
May	607	700		7.4		74.1		41.8	41.2		
June	600	659		7.1		72.3		41.7	42.4		
Apr.-June	1,809	2,108		---		---		---	---		
July	571	594		6.3		73.1		41.7	42.3		
Aug.	569	651		6.8		74.3		41.6	41.6		
Sept.	602	632		6.6		74.5		41.7	41.4		
July-Sept.	1,742	1,877		---		---		---	---		
Season	7,339	8,061		---		---		41.3	42.2		

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans ... 432 ounces per case.



# CANNED GRAPEFRUIT SECTIONS

Consumer Purchases and Prices Paid  $\Delta$



$\Delta$  REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

$\circ$  EQUIVALENT 24 NO. 2'S 480 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 6

NEG. ERS 2542

ECONOMIC RESEARCH SERVICE

Table 6.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per No. 303 can		
	Average : 1957-61	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	Average : 1957-61	1962- : 1963	1963- : 1964
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	311	285	183	4.5	3.2	55.0	49.4	20.0	20.1	27.0
Nov.	249	182	143	3.3	2.9	49.0	43.0	20.3	21.2	27.8
Dec.	192	201	111	3.3	2.4	54.1	39.8	20.5	20.3	27.6
Oct.-Dec.	752	668	437	---	---	---	---	---	---	---
Jan.	245	228		3.8		52.4		20.2	21.3	
Feb.	239	233		3.8		53.0		20.2	22.5	
Mar.	225	219		3.9		48.4		20.4	22.9	
Jan.-Mar.	709	680		---		---		---	---	
Apr.	227	182		3.4		47.1		20.3	23.3	
May	233	223		3.9		49.2		20.4	23.8	
June	255	223		3.9		50.7		20.5	24.5	
Apr.-June	715	628		---		---		---	---	
July	264	204		3.4		51.4		20.7	24.7	
Aug.	253	179		3.1		50.7		20.4	25.6	
Sept.	284	200		3.3		52.6		20.4	26.1	
July-Sept.	801	583		---		---		---	---	
Season	2,977	2,559		---		---		20.4	22.9	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans ... 480 ounces per case.

Table 7.--FROZEN CONCENTRATED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, April 1963 to date

Period 1/	Orange						Other						Total					
	Total : purchases :	of : families :	buying : family :	Purchases : buying :	Prices paid : 6-ounce can :	Total : purchases :	of : families :	buying : family :	Purchases : buying :	Prices paid : 6-ounce can :	Total : purchases :	of : families :	buying : family :	Purchases : buying :	Prices paid : 6-ounce can :	Total : purchases :	of : families :	buying : family :
	1,000 gals.	Percent	Ounces	Cents		1,000 gals.	Percent	Ounces	Cents		1,000 gals.	Percent	Ounces	Cents		1,000 gals.	Percent	Ounces
1963																		
April	423	3.3	29.9	17.7		1,035	---	---	12.5		1,458	---	---	14.0				
May	523	4.8	25.2	16.5		1,996	---	---	11.8		2,519	---	---	12.8				
June	602	5.6	25.0	16.5		3,021	---	---	11.8		3,623	---	---	12.5				
Apr.-June	1,548	---	---	---		6,052	---	---	---		7,600	---	---	---				
July	703	5.7	28.6	14.6		3,774	---	---	11.7		4,477	---	---	12.1				
August	726	6.0	27.9	15.3		2,956	---	---	11.8		3,682	---	---	12.5				
September	654	5.0	30.2	15.8		1,732	---	---	11.5		2,386	---	---	12.7				
July-Sept.	2,083	---	---	---		8,462	---	---	---		10,545	---	---	---				
1963-64																		
October	580	4.4	30.4	17.0		924	---	---	13.2		1,504	---	---	14.7				
November	445	3.7	27.0	17.7		632	---	---	13.9		1,077	---	---	15.5				
December	364	3.0	27.7	18.0		553	4.2	30.1	13.5		917	---	---	15.2				
Oct.-Dec.	1,389	---	---	---		2,109	---	---	---		3,498	---	---	---				
January																		
February																		
March																		
Jan.-Mar.																		
April																		
May																		
June																		
Apr.-June																		
July																		
August																		
September																		
July-Sept.																		
Season																		

1/ Data are for 28-day (4-week) periods to facilitate comparisons; hence, season includes only 48 weeks.



Table 8.--OTHER FROZEN CONCENTRATED AND CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date

Period 1/	Other frozen concentrated juices 2/				Other canned single-strength juices 3/					
	Purchases		Prices paid per 6-ounce can		Purchases		Proportion of families buying	Purchases per buying family	Prices paid per 46-ounce can	
	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1963-1964	1963-1964	1962-1963	1963-1964
	1,000 gals.	1,000 gals.	Cents	Cents	1,000 cases	1,000 cases	Percent	Ounces	Cents	Cents
Oct.	675	932	18.2	20.7	4,391	5,041	34.3	114.1	29.8	30.6
Nov.	643	853	18.2	21.2	4,535	4,619	34.1	103.6	29.9	31.5
Dec.	676	725	17.9	21.4	4,247	4,705	35.2	102.8	30.3	31.8
Oct.-Dec.	1,994	2,510			13,173	14,365				
Jan.	1,027		18.2		5,340				29.8	
Feb.	1,082		19.0		5,867				29.8	
Mar.	1,106		19.1		6,242				30.0	
Jan.-Mar.	3,215				17,449					
Apr.	1,161		19.2		5,605				30.5	
May	1,208		19.4		5,510				30.2	
June	975		20.3		5,171				30.8	
Apr.-June	3,344				16,286					
July	903		20.3		4,720				31.4	
Aug.	872		20.6		4,740				31.5	
Sept.	822		21.0		4,748				31.7	
July-Sept.	2,597				14,208					
Season	11,150		19.3		61,116				30.5	

Table 9.--CHILLED CITRUS SALADS AND SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date 4/

Period 1/	Purchases		Proportion of families buying		Purchases per buying family		Prices paid per 32-ounce jar	
	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964
	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	311	194	1.8	1.0	42.1	43.9	63.0	77.9
Nov.	394	256	2.0	1.3	47.0	47.4	61.6	68.9
Dec.	326	222	1.7	1.2	45.2	45.3	62.4	71.3
Oct.-Dec.	1,031	672						
Jan.	295		1.7		42.4		64.8	
Feb.	298		1.6		45.4		70.2	
Mar.	286		1.6		42.5		72.5	
Jan.-Mar.	879							
Apr.	284		1.4		47.2		75.0	
May	258		1.4		43.2		76.8	
June	180		1.0		44.1		77.5	
Apr.-June	722							
July	144		0.9		37.2		80.7	
Aug.	134		0.7		44.9		82.6	
Sept.	119		0.6		45.5		82.5	
July-Sept.	397							
Season	3,029						70.2	

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.  
 2/ Includes citrus blends and concentrates other than orange. 3/ Includes citrus blends and canned juices other than orange, grapefruit, and prune. 4/ These estimates, like all others in this report, are based on sample data, and are subject to sampling errors. Because of the small number of families buying estimates for chilled salads particularly should be used with caution.  
 Equivalent cases 24 No. 2 cans ... 432 ounces per case.

Table 10.--TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average	1962-	1963-	1962-	1963-	1962-	1963-	Average	1962-	1963-
	1957-61	1963	1964	1963	1964	1963	1964	1957-61	1963	1964
	1,000	1,000	1,000	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
	cases	cases	cases							
Oct.	6,732	6,565	6,847	40.7	41.5	127	128.2	---	33.2	35.6
Nov.	6,495	6,561	6,349	42.1	41.3	123	117.8	---	33.3	36.8
Dec.	6,152	6,347	6,437	41.2	41.8	122	117.7	---	33.4	37.0
Oct.-Dec.	19,379	19,473	19,633	---	---	---	---	---	---	---
Jan.	6,931	7,538		45.5		130		---	33.4	
Feb.	6,940	7,937		47.1		133		---	34.0	
Mar.	7,015	8,512		47.9		140		---	34.5	
Jan.-Mar.	20,886	23,987		---		---		---	---	
Apr.	6,875	7,640		45.7		131		---	35.1	
May	6,817	7,442		44.9		130		---	34.8	
June	6,454	7,053		43.6		127		---	35.4	
Apr.-June	20,146	22,135		---		---		---	---	
July	6,013	6,433		41.7		120		---	35.9	
Aug.	5,892	6,418		40.3		124		---	36.1	
Sept.	5,995	6,422		39.7		126		---	36.3	
July-Sept.	17,900	19,273		---		---		---	---	
Season	78,311	84,868		---		---		---	34.6	

Table 11.--CANNED SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average	1962-	1963-	1962-	1963-	1962-	1963-	Average	1962-	1963-
	1959-61	1963	1964	1963	1964	1963	1964	1959-61	1963	1964
	1,000	1,000	1,000	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
	cases	cases	cases							
Oct.	2,858	3,304	4,630	18.9	23.6	138	152.2	32.0	30.7	32.0
Nov.	2,577	2,905	3,990	17.5	21.9	131	143.2	32.8	31.7	32.2
Dec.	2,635	2,859	4,224	17.4	21.9	130	150.2	32.3	31.8	32.8
Oct.-Dec.	8,070	9,068	12,844	---	---	---	---	---	---	---
Jan.	3,235	4,176		22.2		148		31.8	30.4	
Feb.	3,362	4,594		23.9		151		31.9	30.9	
Mar.	3,408	4,703		25.5		145		31.7	30.9	
Jan.-Mar.	10,005	13,473		---		---		---	---	
Apr.	3,558	5,075		26.4		151		31.7	30.9	
May	3,758	5,169		26.5		153		31.7	31.0	
June	4,027	5,035		26.4		149		31.3	31.3	
Apr.-June	11,343	15,279		---		---		---	---	
July	4,007	5,600		28.0		156		30.8	31.1	
Aug.	3,486	5,241		26.2		156		31.1	31.5	
Sept.	3,233	4,509		23.5		150		31.5	32.1	
July-Sept.	10,726	15,350		---		---		---	---	
Season	40,144	53,170		---		---		31.7	31.2	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases No. 24 cans ... 432 ounces per case.



Table 12.--FRESH ORANGES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period <sup>1/</sup>	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per dozen		
	1959-1960	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1959-1960	1962-1963	1963-1964
	1,000	1,000	1,000							
	doz.	doz.	doz.	Percent	Percent	Oranges	Oranges	Cents	Cents	Cents
Oct.	22,954	12,888	12,673	15.3	15.4	18.4	17.8	52.6	62.4	62.3
Nov.	33,469	24,791	20,614	27.9	24.9	19.5	17.9	45.2	48.6	59.7
Dec.	48,925	42,444	40,586	41.5	40.8	22.4	21.4	43.4	49.4	55.8
Oct.-Dec.	105,348	80,123	73,873							
Jan.	48,506	27,332		31.8		18.8		45.9	67.3	
Feb.	48,592	25,296		29.5		18.7		49.6	72.9	
Mar.	42,941	20,699		25.6		17.7		51.8	74.6	
Jan.-Mar.	140,039	73,327								
Apr.	35,817	18,016		22.5		17.5		53.7	77.4	
May	29,927	16,790		20.8		17.6		51.3	75.3	
June	21,441	13,997		17.4		17.5		54.2	68.6	
Apr.-June	87,185	48,803								
July	14,214	12,232		14.3		18.5		54.6	61.0	
Aug.	11,182	10,091		11.7		18.7		56.5	61.8	
Sept.	12,916	11,491		13.5		18.5		54.1	58.3	
July-Sept.	38,312	33,814								
Season	370,884	236,067						49.7	63.5	

Table 13.--FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period <sup>1/</sup>	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per dozen		
	1959-1960	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1959-1960	1962-1963	1963-1964
	1,000	1,000	1,000							
	doz.	doz.	doz.	Percent	Percent	Grapefruit	Grapefruit	Cents	Cents	Cents
Oct.	7,632	5,796	6,410	17.1	19.2	7.4	7.2	93.0	96.5	117.3
Nov.	10,234	10,570	10,203	24.7	23.4	9.4	9.4	86.1	87.4	110.4
Dec.	11,023	11,349	10,760	23.7	23.5	10.5	9.8	83.4	88.4	109.5
Oct.-Dec.	28,889	27,715	27,373							
Jan.	13,533	9,217		21.2		9.5		83.9	106.2	
Feb.	14,486	10,191		22.6		9.9		82.6	106.8	
Mar.	14,106	9,963		21.8		10.0		85.2	108.6	
Jan.-Mar.	42,125	29,371								
Apr.	11,086	8,933		19.4		10.0		94.1	115.6	
May	6,769	5,946		15.0		8.6		107.3	133.2	
June	3,422	2,663		8.7		6.7		116.3	163.5	
Apr.-June	21,277	17,542								
July	1,669	765		3.2		5.3		119.4	167.4	
Aug.	1,221	466		2.2		4.7		126.8	166.2	
Sept.	1,156	836		3.9		4.6		129.7	136.9	
July-Sept.	4,046	2,067								
Season	96,337	76,695						90.5	107.1	

<sup>1/</sup> Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

Table 14.--Total consumer purchases of orange and grapefruit juices, other juices, and fruit drinks, and fruit drinks, equivalent single-strength basis, October 1961 to date 1/

Period 2/	Orange and grapefruit juices 3/		Other juices 4/		Canned single-strength fruit drinks		Total juices and canned single-strength fruit drinks		Frozen concentrated: fruit drinks		Total all products	
	1961-62 : 1962-63	1963-64	1961-62 : 1962-63	1963-64	1961-62 : 1962-63	1963-64	1961-62 : 1962-63	1963-64	1961-62 : 1962-63	1963-64	1961-62 : 1962-63	1963-64
	cases	1,000 cases	cases	1,000 cases	cases	1,000 cases	cases	1,000 cases	cases	1,000 cases	cases	1,000 cases
Monthly												
October	8,934	10,320	5,547	6,020	5,851	6,876	3,101	3,304	4,630	18,055	19,475	17,053
November	8,276	10,110	5,504	5,696	5,949	6,338	2,736	2,905	3,990	16,708	18,964	15,832
December	8,877	10,903	5,486	5,825	5,684	6,270	2,702	2,859	4,224	17,404	19,446	15,980
Oct.-Dec.	26,087	31,333	16,537	17,541	17,484	19,484	8,539	9,068	12,844	52,167	57,885	48,865
January	10,105	8,363		6,302	7,250		3,523	4,176		19,930	19,789	
February	10,146	8,132		6,246	7,865		3,505	4,594		19,897	20,591	
March	10,109	8,192		6,350	8,272		3,601	4,703		20,060	21,167	
Jan.-March	30,360	24,687		18,898	23,387		10,629	13,473		59,887	61,547	
April	9,766	6,547		6,073	7,730		3,708	5,075		19,547	19,352	
May	9,539	5,962		6,172	7,641		4,000	5,169		19,711	18,772	
June	9,214	5,526		5,684	6,985		4,023	5,035		18,921	17,546	
Apr.-June	28,519	18,035		17,929	22,356		11,731	15,279		58,179	55,670	
July	8,639	5,354		5,534	6,384		4,054	5,600		18,227	17,338	
August	8,963	5,120		5,187	6,424		3,506	5,241		17,656	16,785	
September	9,841	5,438		5,411	6,354		3,383	4,509		18,635	16,301	
July-Sept.	27,443	15,912		16,132	19,162		10,943	15,350		54,518	50,424	
Cumulative												
October	8,934	10,320	5,547	6,020	5,851	6,876	3,101	3,304	4,630	18,055	19,475	17,053
November	17,210	20,430	11,051	11,716	11,800	13,214	5,837	6,209	8,620	34,763	38,439	32,885
December	26,087	31,333	16,537	17,541	17,484	19,484	8,539	9,068	12,844	52,167	57,885	48,865
January	36,192	39,696		23,843	24,734		12,062	13,244		72,097	77,674	
February	46,338	47,828		30,089	32,599		15,567	17,838		91,994	98,265	
March	56,447	56,020		36,439	40,871		19,168	22,541		112,054	119,432	
April	66,213	62,567		42,512	48,601		22,876	27,616		131,601	138,784	
May	75,752	68,529		48,684	56,242		26,876	32,785		151,312	157,556	
June	84,966	74,055		54,368	63,227		30,899	37,820		170,233	175,102	
July	93,605	79,409		59,902	69,611		34,953	43,420		188,460	192,440	
August	102,568	84,529		65,089	76,035		38,459	48,661		206,116	209,225	
September	112,409	89,967		70,500	82,389		41,842	53,170		224,751	225,526	

1/ Frozen concentrated juices and orange drink converted to single-strength equivalent at 4 to 1; other frozen concentrated fruit drinks, marketed at various concentrations, at 4.7 to 1. The latter is an approximation, as the product mix, which may vary by months, is not available. 2/ 4-weeks (28-days) per month; 48 weeks per season. 3/ Frozen concentrated, chilled and canned single-strength orange juices, and canned single-strength grapefruit juice; excludes citrus blends. 4/ All other frozen concentrated and canned single-strength juices, including citrus blends. Equivalent cases 24 No. 2 cans ... 432 ounces per case.



Table 15.--Average prices paid by consumers per 6-ounce serving of juices and fruit drinks, October 1962 to date 1/

Month and year 2/	Frozen concentrated 3/				Chilled orange juice	Canned single-strength juices				Canned single- strength fruit drinks	Average 5/
	Fruit drinks					Other 4/ : Average					
	Orange	Other 4/	Average	Other 4/		Orange	Grapefruit	Pine	Other 4/		
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1962-63											
October	4.0	4.6	4.0	---	7.0	4.6	3.5	7.9	3.9	4.3	4.0
November	4.0	4.6	4.0	---	6.8	4.7	3.5	8.0	3.9	4.3	4.1
December	3.9	4.5	4.0	---	6.8	4.4	3.4	8.0	4.0	4.4	4.2
January	5.3	4.6	5.2	---	7.5	4.8	3.9	8.0	3.9	4.4	4.0
February	5.6	4.8	5.5	---	7.8	5.5	4.4	8.0	3.9	4.4	4.0
March	5.8	4.8	5.6	---	8.0	5.7	4.6	8.1	3.9	4.5	4.0
April	6.4	4.8	6.0	4.4	8.3	5.9	4.7	7.9	4.0	4.6	4.0
May	6.9	4.8	6.4	4.1	8.4	6.1	4.8	7.7	3.9	4.5	4.0
June	7.0	5.1	6.5	4.1	8.7	6.1	4.8	8.0	4.0	4.6	4.1
July	7.0	5.1	6.6	3.6	8.9	6.2	4.8	7.9	4.1	4.7	4.1
August	7.1	5.2	6.6	3.8	8.9	6.3	4.9	7.8	4.1	4.7	4.1
September	7.0	5.2	6.6	4.0	8.9	6.4	5.0	7.8	4.1	4.7	4.2
Season	5.4	4.8	5.3	---	7.9	5.4	4.3	7.9	4.0	4.5	4.1
1963-64											
October	6.9	5.2	6.5	4.2	8.9	6.5	4.9	7.6	4.0	4.6	4.2
November	6.8	5.3	6.5	4.4	9.1	6.7	5.0	7.9	4.1	4.8	4.2
December	7.0	5.4	6.6	4.5	9.0	7.0	5.0	7.8	4.1	4.8	4.3
January											
February											
March											
April											
May											
June											
July											
August											
September											
Season											

1/ Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice and prune juice, 32-ounce; all others, 46-ounce. 2/ 4-weeks (28-days) per month; 48-weeks per season. 3/ Frozen concentrated juices and orange drink converted to ready-to-drink basis at 4 to 1; other frozen concentrated fruit drinks at 4.7 to 1. See table 14. 4/ Includes citrus blends. 5/ Data for frozen concentrated fruit drinks not available October-March, 1962-63; hence, prices in parentheses are not comparable with subsequent periods.

Table 16.--Average expenditures per buying family for citrus fruit, juices, drinks, and other products, October 1962 to date 1/

Month and year 2/	Frozen		Chilled orange juice	Canned single-strength juices			Canned single-strength fruit drinks	Canned grapefruit sections	Chilled citrus salads	Fresh oranges	Fresh grapefruit
	concentrated			Orange : Grapefruit : Prune : All 3/							
	Orange : juice	Orange : drink		Dols.	Dols.	Dols.					
1962-63											
October	1.32	---	1.30	.73	.60	.99	.92	.69	.83	.96	.60
November	1.32	---	1.21	.70	.60	.99	.89	.65	.90	.79	.68
December	1.35	---	1.26	.68	.64	1.07	.88	.69	.88	.92	.77
January	1.49	---	1.31	.74	.63	1.02	.95	.70	.86	1.05	.84
February	1.53	---	1.37	.73	.68	.98	.98	.75	1.00	1.14	.88
March	1.55	---	1.45	.89	.75	.98	1.05	.69	.96	1.10	.90
April	1.61	.88	1.47	.83	.78	.96	1.00	.69	1.11	1.13	.96
May	1.66	.69	1.41	.91	.78	.95	.98	.73	1.04	1.10	.95
June	1.72	.69	1.41	.88	.76	.96	.98	.78	1.07	1.00	.91
July	1.71	.70	1.40	.80	.80	.97	.94	.79	.94	.94	.74
August	1.70	.71	1.46	.83	.85	.97	.97	.81	1.16	.96	.65
September	1.72	.79	1.47	.86	.78	.96	.99	.86	1.17	.90	.52
1963-64											
October	1.68	.86	1.44	.86	.80	.99	.99	.83	1.07	.92	.70
November	1.69	.80	1.55	.94	.81	1.00	.94	.75	1.02	.89	.86
December	1.69	.83	1.49	.92	.79	.97	.95	.69	1.01	1.00	.89
January											
February											
March											
April											
May											
June											
July											
August											
September											

1/ Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice, prune juice, and chilled citrus salads, 32-ounce; canned single-strength fruit drinks and juices other than prune, 16-ounce; canned grapefruit sections, 16-ounce; and per dozen fresh oranges and grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. 3/ Includes citrus blends and other canned single-strength juices not separately detailed.



Table 17.--Consumer expenditures for citrus fruit, juices, drinks, and other products, October 1962 to date <sup>1/</sup>

Month and year 2/	Frozen concentrated juices		Frozen concentrated fruit drinks		Chilled orange juice	Canned single-strength juices				Canned single- strength fruit drinks	Canned grape- fruit sections	Chilled citrus salads and sections	Fresh oranges fruit	Fresh grape- fruit	Total 4/	
	Orange		Grape- fruit			Prune		Other 3/								
	dols.	dols.	dols.	dols.		dols.	dols.	dols.	dols.							
1962-63	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Oct.	22,790	2,621	---	---	4,228	2,497	1,911	3,751	3,751	12,290	9,528	1,719	784	8,042	5,593	(75,754)
Nov.	22,621	2,496	---	---	4,093	2,276	1,767	3,741	3,741	12,724	8,644	1,158	971	12,048	9,238	(81,777)
Dec.	24,165	2,581	---	---	4,359	2,232	1,897	3,675	3,675	12,097	8,533	1,224	813	20,967	10,033	(92,576)
Jan.	23,020	3,987	---	---	4,591	2,670	2,018	3,995	3,995	14,954	11,915	1,457	765	18,394	9,788	(97,554)
Feb.	24,024	4,386	---	---	4,905	2,669	2,120	4,098	4,098	16,439	13,328	1,573	834	18,441	10,884	(103,701)
March	24,029	4,507	---	---	5,083	3,362	2,413	4,193	4,193	17,613	13,661	1,505	830	15,441	10,820	(103,457)
April	20,596	4,755	1,597	2,760	4,507	2,606	2,240	4,277	4,277	16,072	14,724	1,272	852	13,944	10,327	100,529
May	19,905	4,999	1,841	5,025	4,298	2,662	2,129	3,893	3,893	15,635	15,042	1,592	793	12,643	7,920	98,377
June	18,201	4,222	2,119	7,605	4,192	2,479	2,271	3,772	3,772	14,956	14,796	1,639	557	9,602	4,354	90,765
July	18,277	3,911	2,190	9,420	4,005	2,092	2,272	3,392	3,392	13,918	16,377	1,512	465	7,462	1,281	86,574
Aug.	17,633	3,832	2,370	7,441	3,970	1,918	2,146	3,656	3,656	14,013	15,484	1,375	443	6,236	774	81,291
Sept.	19,246	3,683	2,204	4,249	3,707	2,177	2,054	3,532	3,532	14,137	13,595	1,566	393	6,699	1,144	78,386
Season	254,507	45,980	(12,321)	(36,500)	51,938	29,640	25,238	45,975	45,975	174,848	155,627	17,592	8,500	149,919	82,156	(1,090,741)
1963-64																
Oct.	19,134	4,116	2,103	2,602	4,056	2,145	2,207	4,026	4,026	14,487	13,914	1,482	605	7,895	7,519	86,291
Nov.	19,073	3,858	1,680	1,874	4,024	2,201	2,041	4,014	4,014	13,664	12,066	1,193	706	12,307	11,264	89,965
Dec.	19,215	3,310	1,398	1,593	4,035	2,269	2,072	3,965	3,965	14,051	13,011	919	633	22,647	11,782	100,900
Jan.																
Feb.																
March																
April																
May																
June																
July																
Aug.																
Sept.																
Season																

<sup>1/</sup> Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice, prune juice, and chilled citrus salads, 32-ounce; all other juices and drinks, 46-ounce; canned grapefruit sections, 16-ounce, and per dozen oranges and grapefruit.

<sup>2/</sup> 4 weeks (28-days) per month; 48-weeks per season. <sup>3/</sup> Includes citrus blends. <sup>4/</sup> Data for frozen concentrated fruit drinks not available October-March 1962-63; hence, expenditures in parentheses not comparable with subsequent periods.

Table 18.--SUMMARY: Volume and distribution of consumer purchases, percentage of families buying, and average prices paid for citrus fruit, juices, drinks, and other products, December 1962 and 1963 1/

Product	Total consumer purchases			Proportion of families buying		Purchases per buying family				Average prices paid	
	Volume		:Share of: market 2/	Dec. 1962 : Dec. 1963		Number	Average size		Quantity per month	Average prices paid	
	Dec. 1962	Dec. 1963		Dec. 1962	Dec. 1963		Dec. 1962	Dec. 1963		Dec. 1962	Dec. 1963
<b>FROZEN CONCENTRATED JUICES:</b>	1,000	1,000									
Orange	gals. 7,215	gals. 3,240	Pct. 22.3	Pct. 32.7	Pct. 20.3	No. 1.9	Ozs. 27.5	Ozs. 18.8	Ozs. 36.4	Cents 15.7	Cents 27.8
Other	676	725	+ 7	---	6.0	---	17.0	15.7	---	6	17.9
Total	7,891	3,965	-50	---	---	---	---	---	---	4.0	6.6
<b>FROZEN CONC. FRUIT DRINKS:</b>											
Orange	---	364	---	---	3.0	---	---	20.4	---	---	18.0
Other	---	553	---	---	4.2	---	---	18.8	---	---	13.5
Total	---	917	---	---	---	---	---	---	---	---	3.5
<b>CHILLED ORANGE JUICE</b>	3,002	2,097	-30	6.3	4.7	2.6	42.9	39.4	111.4	36.3	48.1
<b>CANNED SINGLE-STRENGTH JUICES:</b>	1,000	1,000									
Orange	cases 699	cases 450	-36	6.0	4.4	1.6	59.7	49.4	92.3	34.0	53.7
Grapefruit	765	576	-25	5.4	4.7	1.5	75.7	62.3	111.0	26.4	38.3
Prune	636	706	+11	6.3	7.3	1.9	42.6	42.7	79.7	42.8	41.6
Other	4,247	4,705	+11	---	35.2	---	---	53.0	---	30.3	31.8
Total	6,347	6,437	+ 1	41.2	41.8	2.2	54.5	52.0	121.6	4.4	4.8
<b>CANNED S/S FRUIT DRINKS</b>	2,859	4,224	+48	17.4	21.9	1.8	72.0	72.9	129.6	31.8	32.8
<b>TOTALS (Ready-to-Drink): 4/</b>											
Juices & s/s fruit drinks	19,446	15,980	-18	---	---	---	---	---	---	4.2	5.4
Juices & all fruit drinks	---	17,181	---	---	---	---	---	---	---	---	5.2
<b>CANNED GRAPEFRUIT SECTIONS</b>	201	111	-45	3.3	2.4	1.4	38.6	30.8	54.1	20.3	27.6
<b>CHILLED CITRUS SALADS</b>	1,000	1,000									
	gals. 326	gals. 222	-32	1.7	1.2	1.5	29.4	29.9	45.2	62.4	71.3
<b>FRESH CITRUS FRUIT:</b>	1,000	1,000									
Oranges	doz. 42,444	doz. 40,586	- 4	41.5	40.8	1.7	12.9	12.8	22.4	49.4	55.8
Grapefruit	11,349	10,760	- 5	23.7	23.5	1.8	6.0	5.4	10.5	88.4	109.5

1/ Data are for 4-week (28-day) periods. 2/ Includes frozen concentrated fruit drinks beginning October 1963, hence not comparable with previous data. 3/ Equivalent cases 24 No. 2 cans...432 ounces per case, except 480 ounces for grapefruit sections. 4/ Frozen concentrated juices and orange drink converted to single-strength at 4 to 1; other frozen drinks, at 4.7 to 1. The latter represents an approximation as quantities marketed by concentration are not known.

\*Per 6-ounce serving.



## CONSUMER PURCHASES OF CITRUS AND OTHER PRODUCTS

Equivalent Single-Strength Cases of 24 No. 2's, and Dozens of Fresh Fruit

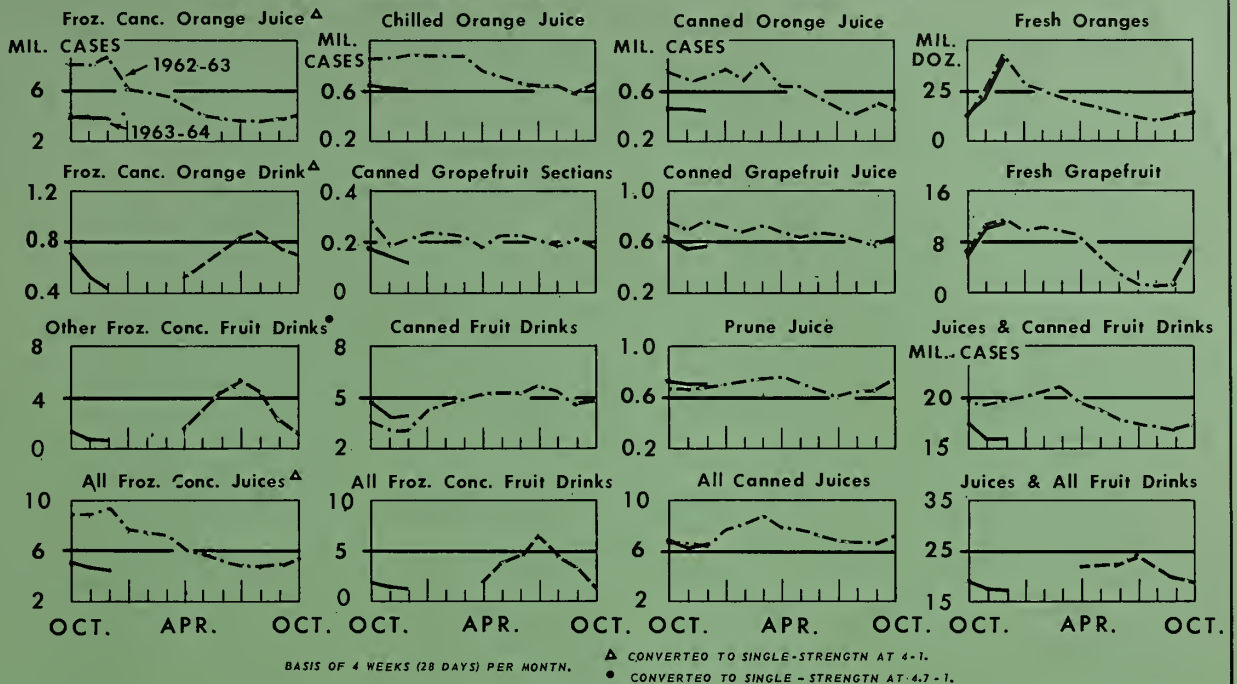


Figure 7

## PERCENTAGE OF FAMILIES BUYING CITRUS AND OTHER PRODUCTS

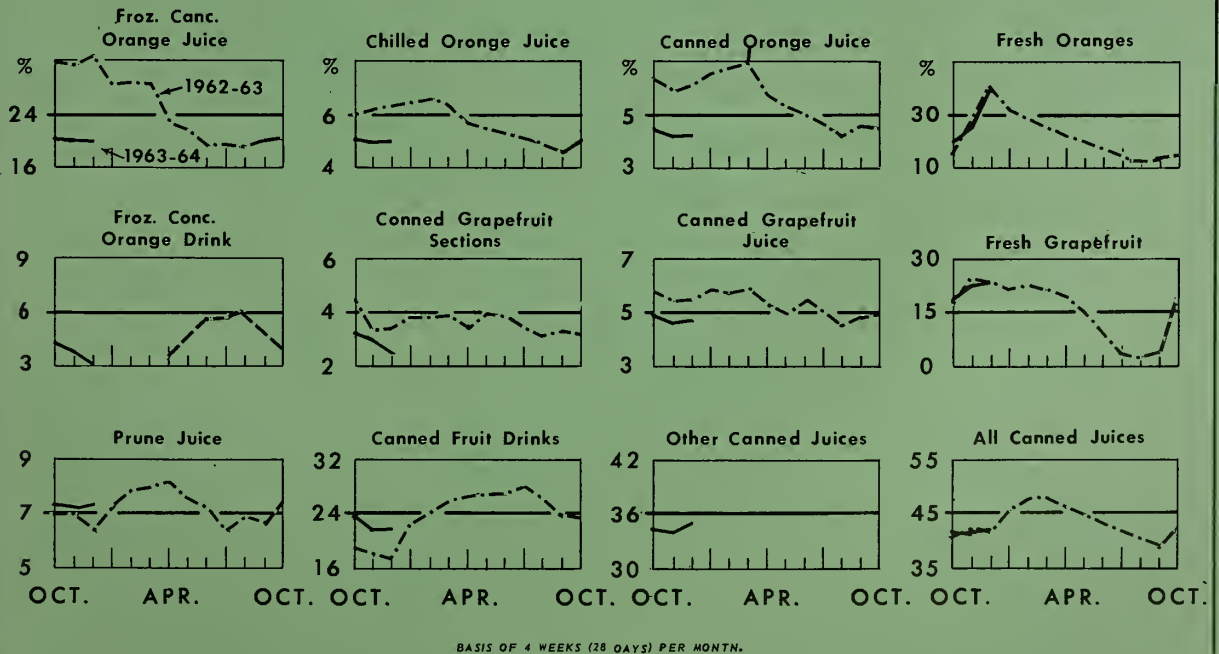


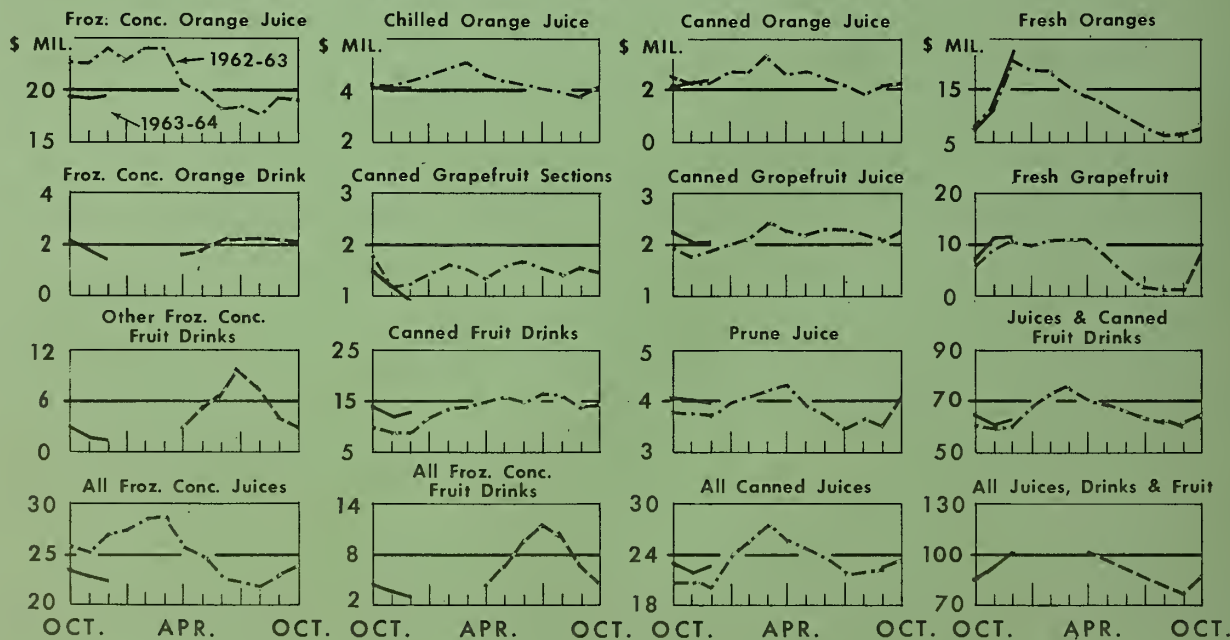
Figure 8

Washington D. C. 20250

Official Business

## CONSUMER EXPENDITURES FOR CITRUS AND OTHER PRODUCTS

Based on Prices Paid for Usual Size of Can and Per Dozen Fresh Fruit



BASIS OF 4 WEEKS (28 DAYS) PER MONTH.

Figure 9